



## Last-Mile Logistics Mastery Coates' Disengaged Deliveries

### Key Services

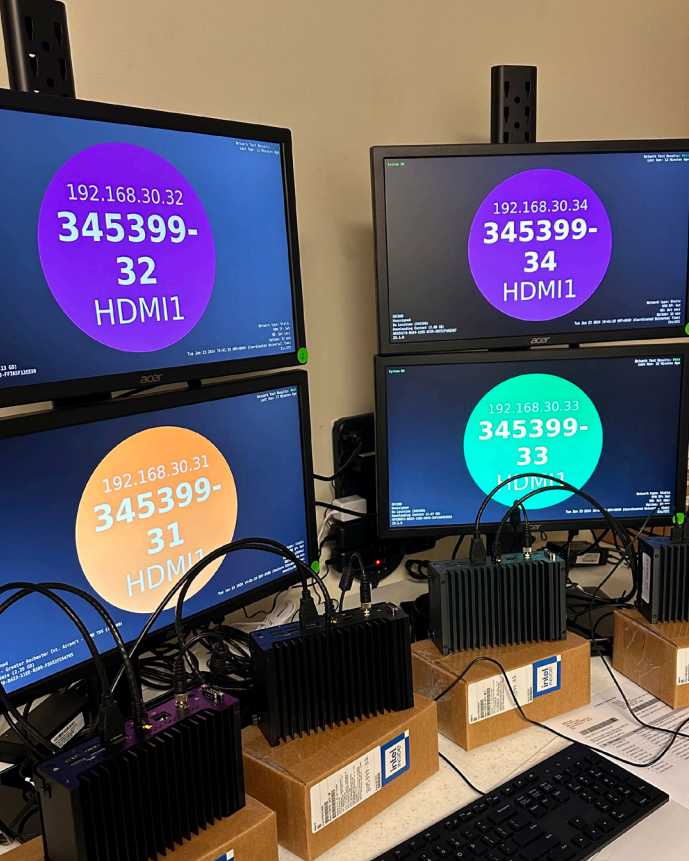
- 3PL warehouse distribution
- Final mile delivery
- FF&E Transportation

### Background

Delivering cutting-edge digital signage solutions to some of the world's leading brands is their top priority. For over 60 years, Coates Group has revolutionized how businesses leverage technology to provide the best customer experience. The journey to meeting this expectation is subject to having a supply chain network with the strength, flexibility, and resources to manage a dynamic business landscape.

As an extension of Coates' supply chain, NXTPoint Logistics was selected to manage a large scale of its indoor and outdoor digital menu boards, primarily tasked with constructing complete menu boards, housing technology inventory, and shipping parcels to popular brand locations such as McDonalds, Dunkin Donuts, and Starbucks. We developed a UL certified team dedicated to following regulatory requirements in production that meet the applicable standards of each brand. From kitting complete tech packs to offering in-house software installation onto external hardware which saves hours in time and cost, we've successfully managed seamless warehousing, distribution, and delivery of thousands of shipments nationwide.





## Fast Facts

Established

**DECEMBER 2023**

**7,425**

small parcel shipments

**1,650**

LTL shipments

**UL SOLUTIONS**

certified production team

### Challenge

When Coates discovered direct deliveries to the brands' stores were causing disruption, some shipments arriving too soon or not in the right timeframe, they sought an alternative supply channel to ensure new stores received essential technology in time. The company needed a reliable 3PL company to facilitate a supply chain strategy that could effectively manage on-time deliveries and offer the visibility to track products in transit.

### Solution

Having an expansive 3PL warehouse network across the country and integrated innovation for optimized inventory management, NXTPoint designed a pilot program that repaired discontinuity. The solution involved transporting parcels to local NXTPoint-operated warehouses close to the brands' stores. Menu boards, technology kits, and other inventory would be housed there until stores were ready for delivery. Using Korber's highly visible warehouse management software, we provided Coates real-time insight into inventory levels and updates when shipments were processed through order fulfillment. Streamlined final mile delivery provided compatible coordination with construction and installation timelines.

### Result

Because the pilot program successfully resolved the tech manufacturer's supply chain issues through organized asset management and seamless final mile delivery, they agreed to implement it as a permanent solution.